

PIM PAIN POINTS

Are these product information management pain points infiltrating your organization?

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Disorganized Product Catalogs

Vendors and suppliers tend to speak their own language when it comes to product information and imagery, leaving the company with a complex catalog that needs to be properly organized.

With the Propel, companies can automate the process of retrieving certain data from each supplier. Consolidate product data for each product into one centralized location and push that data across each channel allowing you to deliver the right product information to drive sales.

Asset Clutter

Are you housing your product photos, packaging, and manuals in folders across multiple devices or in various cloud folders?

Consolidate all your product assets into a cohesive searchable product library. Upload any screenshots, product manuals, product shots, packaging and marketing materials into Propel's Product Information Management platform and search for what you need when you need it.

Duplicated Product Content

Disorganized catalogs can lead to duplicated content and imagery. Duplicated content can create headaches and add costs to your organization.

With Propel you can ignore similar and duplicate fields and validate data before it hits your distributors. You can even collaborate on updates with various team members and intelligently manage changes to product attributes, pricing data, marketing specs and any other information you choose to share.

Lack of Supplier Communication

As products undergo updates and content changes you'll need to communicate that to your suppliers and distributors. But how do you communicate mass amounts of changes to your suppliers, especially if they are in different timezones? Sometimes an email chain will not suffice.

Propel's Product Information Management platform let's you create a custom portal that pushes regular product updates to suppliers as needed.

Spreadsheets and Manual Tasks

For most companies their product data exists across multiple spreadsheets – sometimes across different users. This can lead to errors and the wrong information getting in your distributor's or customer's hands.

Using the Propel platform you can ditch the spreadsheets and make changes in one place to product attributes across each channel. In doing so, you can seamlessly roll out the latest information in the correct language, currency and market.

User Permissions

Each piece of a product is typically owned by different team members. If you don't assign permissions you might give access to the wrong people. You wouldn't want a marketing team member editing pricing information or a QA engineer modifying any marketing specs.

With Propel you can assign roles and privileges to certain team members and ensure only they are editing their respective fields.

Say goodbye to PIM pain points when you use Propel

Propel lets you update and manage product updates across regions, channels, and markets all within one platform.